

COUNTY OF FRESNO
ADDENDUM NUMBER: ONE (1)
RFP NUMBER: 208-5465
WEB CONTENT MANAGEMENT SYSTEM

Issue Date: April 25, 2016

IMPORTANT: SUBMIT PROPOSAL IN SEALED PACKAGE WITH PROPOSAL NUMBER, CLOSING DATE AND BUYER'S NAME MARKED CLEARLY ON THE OUTSIDE TO:

COUNTY OF FRESNO, PURCHASING
4525 EAST HAMILTON AVENUE, 2nd Floor
FRESNO, CA 93702-4599

CLOSING DATE OF PROPOSAL WILL BE AT 2:00 P.M., ON MAY 12, 2016.

PROPOSALS WILL BE CONSIDERED LATE WHEN THE OFFICIAL PURCHASING TIME CLOCK READS 2:00 P.M. PST

All proposal information will be available for review after contract award.

Clarification of specifications is to be directed to: **Louann M. Jones,**
phone (559) 600-7118 or e-mail ljones@co.fresno.ca.us.

Note the following and attached changes to the Request for Proposal number: 208-5465 and include them in your response. Please sign in blue ink and return this addendum with your proposal.

- **Deadline for written questions has been extended to 12:00 P.M. PST, April 29, 2016.**

ACKNOWLEDGMENT OF ADDENDUM NUMBER One (1) TO RFP 208-5465

COMPANY NAME: _____ (PRINT)

SIGNATURE (In Blue Ink): _____

NAME & TITLE: _____ (PRINT)

Purchasing Use: LMJ:ssj

ORG/Requisition: 89050000 / 8905160643

QUESTIONS AND ANSWERS

Q1. Can you tell me what percentage of the website or departments require multiple languages on their pages?

A1. At this time there are only 1 or 2 that have a requirement from the State to provide multiple languages.

Q2. Do you have an idea of how many languages in total are incorporated into the site?

A2. I believe the current requirement is English, Spanish, and Hmong. This requirement can change based on County demographics.

Q3. Does the County want to treat the different languages as separate sites (essentially), or do you want us to use the same design and just have translated content?

A3. Same design, just translated content.

Q4. If we are required/requested to deliver an Oral Presentation, is this to be done in person or via web meeting?

A4. We prefer all vendor demos to be done in person. If there are extenuating circumstances, an online alternative will be acceptable.

Q5. Whether companies from Outside USA can apply for this? (like, from India or Canada)

A5. We prefer USA, they must have a legal ability to do business in the USA and must be able to support & respond to an 8-5 PST timeframe.

Q6. Whether we need to come over there for meetings?

A6. Yes

Q7. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

A7. We prefer USA, they must have a legal ability to do business in the USA and must be able to support & respond to an 8-5 PST timeframe.

Q8. Can we submit the proposals via email?

A8. Proposals need to be submitted as detailed in the RFP (hardcopy with signatures in blue ink).

Q9. Do you and the County of Fresno anticipate WCMS vendors partnering with systems integration (SI) vendors to complete this RFP/bid or do you have a separate RFP for configuration, implementation, integration, and migration work?

A9. No, we will not separate the RFP, they can bid together.

Q10. Is there a weighting system for award criteria? How much weight is given to the categories of the award criteria? Will it be released w/addendum?

A10. We do not have the evaluation tool completed at this time and that is why the criteria is "looser". We don't normally release the evaluation tool until the Tentative Award letter is released. Since this is a Request for Proposal, not a Request for Quotation, price is just one factor to be evaluated in a RFP, price is the deciding factor in a RFQ. We want you to propose your solution to our needs as specified in the Scope of Work and the rest of this RFP.

Q11. Do we have Sharepoint? What version? Is that a potential platform we would consider using? Is that environment externally accessible? Or behind a firewall? Any add-ins to Sharepoint?

A11. Yes, we currently have Sharepoint 2013 installed. Yes, the County is open to using Sharepoint. The current Sharepoint is not accessible externally and is behind a firewall. No to the "Add Ins", we are pretty much running bare bones.

Q12. With regard to new platform, is there a tech preference?

A12. The County prefers using Microsoft's .Net framework, and our coding preference is C#.

Q13. CMS vendor, is there a preference to proprietary or diagnostic/open source?

A13. We are fairly agnostic. We want full support, so if we were to get an open source solution with full support from a vendor, we would be open to it. We have had questions about open source platforms and how they are "truly" support by a vendor.

Q14. Regard to hosting, do we prefer on-premise, 3rd party, or cloud?

A14. The County's preference is on-premise hosting at our datacenter.

Q15. Do you provide SQL servers?

A15. Yes, the County would provide hardware and SQL licensing based upon the specifications in the RFP response.

Q16. Preference to perpetual license model?

A16. Our preference is to have one license to cover all users.

Q17. Have we put together total scope of budget or range for software and design/development?

A17. At this time, there is not a defined budget amount for this project.

Q18. How much weight is given to cost?

A18. Cost is a factor, but not the ultimate deciding factor.

Q19. Will there be an opportunity for discussion/negotiating after a short list?

A19. No, but you can break things out in your proposal for various options. A menu price is preferable. We negotiate contract terms. We do not extend a "best and final offer" situation. Cover everything in the cost proposal, then add any costs for additional services that you propose. No cost increases will be negotiated after your bid is accepted. Pricing will vary according to the bids and if we choose options. You can call out "Exceptions" to our RFP on a separate page.

Q20. Will there be demos after a short list?

A20. Yes, the County will invite those companies that make the short list to perform a demo.

Q21. Is it possible to make a word version of RFP docs available?

A21. We don't do that, to avoid changes in our RFP terms.

Q22. In terms of County's new CMS, requirements are clear, but how are some of the business process functions going to be handled? form?

A22. We would like the public to be able to fill out a form on the site and submit it and the form will go to the right person.

Q23. Would the County be interested if there was a solution framework / building blocks / processes with WCMS to allow workflows through a form.

A23. Yes, the County would be interested in this functionality.

Q24. If you migrate to a different system from Ektron / CMS 400, what are your plans for migrating content? Should that be included in this proposal or is it a separate effort.

A24. It is in the current proposal (Functionality - Item #6) to migrate the current content but it would also be a joint venture between the awarded vendor and our Content Managers.

Q25. Can you provide html content, smart forms, etc.?

A25. As a ballpark figure, we currently have approximately 60,000+ pieces of content with most of it being HTML.

Q26. Will it all be coming over or cleaning it all out?

A26. There are currently pages within that content that is no longer relevant but most of it would be brought over. That is why it would be a joint venture between the awarded vendor and our Content Managers.

Q27. Are you looking to mirror what you already have in a new design or add new functionality?

A27. We don't want to lose content, but want to freshen it up as it is an eight year old design, expand, for public to submit forms, more accessible in phone/tablets, public interaction, allow the public to subscribe / be notified when content changes, etc.

Q28. Page 20, Section A - Design / Layout - item #3 - Are you looking for multiple layouts or develop own layout?

A28. Both, but with restrictions to allow for variety but keeping site symmetrical. Also to allow transfer of knowledge so in the event one of our Department's would like a new template, we can do it ourselves inhouse.

Q29. Do you want developers to be able to make changes after deployment, so do you want estimated training cost after improvement?

A29. Yes, we would like the training costs for the transfer of knowledge to our staff for template creation and modification.

Q30. Is there an analytical study to indicate kind of problems we currently have? Will that be available to us?

A30. Biggest complaint is the editor we are using is cumbersome, editor is not WYSIWYG, and unable to view pages on phones, tablets, etc. We cannot attempt upgrade without crashing system. Whatever platform we go with, we would like it to be pure in the sense that when an upgrade come out, we can apply the upgrade and the site still works and works well.

Q31. In regards to the branding of the new site, are there specific colors, fonts, backgrounds, styles that are required?

A31. Design is up to vendor, but we want to restrict how free our Content editors can be. We would like the ability to limit the number of fonts, colors, etc. We would like to stay with a consistent design feel throughout the site. If we would like to change the theme of the site, we would like that theme to cascade to all of the Department sites.

Q32. Regarding Internal WCMS, are you looking for re-design for intranet as well?

A32. The success of the update of the Public Facing website, could lead to implementing the selected solution for the County's Intranet Site but at a later date and time.

Q33. Will county pay for hardware costs?

A33. Yes, but we need to know what vendor recommends in terms of hardware and software.

Q34. Do you have measurements on space, traffic, anything that would help us out?

A34. We believe that there are approximate 10,000 daily hits on homepage, but we are lacking on stats due to our issues with our home grown stats serve and so we haven't been able to check it out lately. Database size is approximately 20Gb.

Q35. Skill sets, regarding knowledge transfer-Do you have front end html developers on staff?

A35. Our developer team has experience in Visual Studio 2013, .Net, Entity Framework, MVC, C#, Javascript, and HTML. We also have SQL & Oracle DBAs on staff.

Q36. Any search appliance you have in house you'd want us to use?

A36. The County has no preference on a search appliance. The only preference we have is to have Type A Head functionality (i.e. suggestive results during typing).

Q37. How much do you want vendor to give as far as advice up front on first page, talking to depts., etc. on best way to lay site out for user experiences?

A37. We are not looking for something like that. We'd like for it to be easy for public to come and get what they're looking for. If you have experience working on gov't sites, give us what works.

Q38. Does county have content auditing needs or requirements?

A38. No, not at this time.

Q39. Content strategy - Do you think it's worth talking content strategy as part of the proposal?

A39. Certainly, we would be interested.

Q40. Tell me how many people need to be trained?

A40. How many admin level, versus updating content? 3-4 developers, 3-4 admins, and approximately 50 content editors.

Q41. Considering the design of your current site, have you seen any that stand out to apply to new site?

A41. Not really, but see a growing trend to aesthetic visibility---but we want vendor to show us what they can do.

Q42. Hosting vs. Serving, Can you explain why you prefer on-site hosting.

A42. We try to keep data local, as a government entity, it's a generational thing. We will consider cloud, but like being in control of data and up-time.

Q43. Would you prefer hosting vs non-hosting cost proposal?

A43. Yes.

Q44. How much weight will be given to vendors with lots of gov't experience?

A44. It would be very beneficial if your company has experience with government websites.

Q45. Can you describe current infrastructure?

A45. Development, staging, production servers- along with a couple of instances on one (1) SQL server.

Q46. Are you looking to continue with same type of infrastructure?

A46. Yes, we are looking for a similar infrastructure.

Q47. Are you leaning towards Ektron?

A47. We are platform agnostic and are open to all platforms.

Q48. How many visitors to site?

A48. Ballpark 50K+ 100K per month. We would like to be able to exclude internal hits as the County's Homepage is the default home page for some County Departments.

Q49. Is analytics going to be very important for you as well and we should include those in our proposal?

A49. Yes, analytics are going to be important and include it in your proposal.

Q50. What do you have currently?

A50. We have a homegrown, but it is not working at this time.

Q51. Multi-lingual supported?

A51. Yes, we would like to support multiple languages. English, Spanish, and Hmong to start.

Q52. How big is current database?

A52. Ballpark is about 20-30 gig, that is just sequel database content. The size of the database is 20.4 Gig.

Q53. Are there any other sources for data migration?

A53. No.

Q54. How much 3rd party migrations do we need to consider. Is there any other migration that needs to be done?

A54. We'd be open to listen to vendor ideas.

Q55. How many editors?

A55. There are approximately 50 content editors at this time.

Q56. Budget? What is outrageous?

A56. I don't have an answer. It's all relative to what vendors are offering.

Q57. Is the staging/production model a model you want to keep?

A57. Yes, we would like to keep the current staging / production model.

Q58. If there was a solution where (staging/production) process can be done differently would you be open?

A58. Yes, we would be open to other options. We do have Departments that publish content directly but we also have Departments that go through an internal approval process before publishing it to production.

Q59. Are you looking to have forms moved from old to new?

A59. Yes we don't want to lose functionality.

Q60. Did you customize the forms?

A60. We did some and want to keep the content.

Q61. Would most forms be in email and not in automated workflow process?

A61. Yes, email or database.

Q62. Do you have a preference for site statistics and analytics?

A62. We have a baseline requirement for overall hits and then Dept hits, anything over that is "icing on the cake".

Q63. Is WWW2 out of scope for this?

A63. No, most of that content is live/valid and would be analyzed for conversion with its Content Managers during the migration part of the project.

Q64. You prefer to have them in one spot?

A64. Yes, but if there is a better solution, we are open to seeing what is available.

Q65. Cost proposal- If we have a unique model/tool, how do we differentiate ourselves in the pricing table?

A65. Menu out your software.